

## ORDER



**Orders**  
**Order / Rev:** 720270  
**Alt Order #:** 6363154  
**Product Desc:** MN UNITED  
**Estimate:** MN UNITED  
**Flight Dates:** 10/08/12 - 10/19/12  
**Original Date / Rev:** 10/12/12 / 10/12/12  
**Order Type:** Political

**KARE**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Media Strategies  
**Buying Contact:**  
**Billing Contact:**  
 11350 Randon Hills Road, Suite 670  
 Fairfax, VA 22030

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Minnesota United for All Families  
**Demographic:** A25-54  
**Product Codes:** IS-Issue/Ballot  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/19/12	97	\$106,025.00	\$90,121.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	97	\$106,025.00	\$90,121.25	0.00
<b>Totals</b>	<b>97</b>	<b>\$106,025.00</b>	<b>\$90,121.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/08/12	10/12/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	11111--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	11111--					5	\$300.00		0.00			
2	KARE	10/08/12	10/12/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	11111--	:30	5	\$950.00	P-2	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	11111--					5	\$950.00		0.00			
3	KARE	10/08/12	10/12/12	Today Show Today Show	CM	7-9a	33333--	:30	15	\$700.00	P-2	0.00	NM	15	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	33333--					15	\$700.00		0.00			
4	KARE	10/13/12	10/13/12	SAT TDY NBC Today Show (Sa)	CM	6-8a	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-					1	\$250.00		0.00			
5	KARE	10/13/12	10/13/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-					2	\$750.00		0.00			
6	KARE	10/14/12	10/14/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S					1	\$350.00		0.00			

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	KARE	10/08/12	10/12/12	M-F 9-10a TODAY	CM	9-10a	11--1--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	11--1--		3			\$300.00			0.00			
8	KARE	10/11/12	10/11/12	M-F 10-11a M-F 10-11a	CM	10-11a	---1---	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	---1---		1			\$150.00			0.00			
9	KARE	10/09/12	10/12/12	M-F 1-2p Rachel Ray	CM	1P-2P	-1-11--	:30	3	\$150.00	P-2	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-1-11--		3			\$150.00			0.00			
10	KARE	10/08/12	10/12/12	M-F 2-3p The Doctors	CM	2P-3P	1-11---	:30	3	\$275.00	P-2	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	1-11---		3			\$275.00			0.00			
11	KARE	10/08/12	10/12/12	M-F 3-4p DR OZ	CM	3-4p	22112--	:30	8	\$600.00	P-2	0.00	NM	8	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	22112--		8			\$600.00			0.00			
12	KARE	10/08/12	10/12/12	M-F 430-5p Jeopardy	CM	430-5P	11111--	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	11111--		5			\$1,200.00			0.00			
13	KARE	10/08/12	10/12/12	M-F 4-430p KARE 11 4 News	CM	4-430P	11111--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	11111--		5			\$350.00			0.00			
14	KARE	10/08/12	10/12/12	M-F 5-530p KARE 11 5 News	CM	5-530p	11111--	:30	5	\$2,000.00	P-2	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	11111--		5			\$2,000.00			0.00			
15	KARE	10/08/12	10/12/12	M-F 5-530p KARE 11 5 News	CM	5-530p (5:20 PM-5:30 PM)	1-1-1--	:30	3	\$2,000.00	P-2	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	1-1-1--		3			\$2,000.00			0.00			
16	KARE	10/08/12	10/12/12	M-F 6-630p KARE 11 6 News	CM	6-630p	11111--	:30	5	\$1,750.00	P-2	0.00	NM	5	\$8,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	11111--		5			\$1,750.00			0.00			
17	KARE	10/13/12	10/13/12	Sat 5-530p KARE 11 5 News Sa	CM	5-530P	-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		1			\$850.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
	1	KARE	10/08/12-10/14/12	Sat 5-530p		5-530P	-----Sa--	:30	<del>(\$850.00)</del>		0.00	NM			
		See MG 17.2 [Prgm Change]													
	2	KARE	10/08/12-10/14/12	Notre Dame Football		Various	(5:00 PM-5:30 PM)	-----Sa--	:30	\$850.00	0.00	NM			
		Ⓜ MG for 17.1 10/13													
18	KARE	10/13/12	10/13/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		1			\$1,100.00			0.00			
19	KARE	10/14/12	10/14/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1			\$1,100.00			0.00			
20	KARE	10/08/12	10/12/12		CM	630pm-7pm	11111--	:30	5	\$1,800.00	P-2	0.00	NM	5	\$9,000.00

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 630-7p Entertainment Tonight											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	11111--		5				\$1,800.00		0.00			
21	KARE	10/13/12	10/13/12	Sat 630-7p MN Bound	CM	630pm-7pm	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-		1				\$750.00		0.00			
N22	KARE	10/08/12	10/08/12	Mon Prime THE VOICE	CM	Mon Prime (6:58 PM-9:00 PM)	M-----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----		1				\$6,000.00		0.00			
23	KARE	10/09/12	10/09/12	Tue Prime GO ON/NORMAL	CM	Tue Prime (8:00 PM-9:00 PM)	-T-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----		1				\$3,000.00		0.00			
24	KARE	10/10/12	10/10/12	Wed Prime LAW ORD:SVI	CM	Wed Prime (8:00 PM-9:00 PM)	--W----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----		1				\$2,000.00		0.00			
25	KARE	10/10/12	10/10/12	Wed Prime CHICAGO FIRE	CM	Wed Prime (9:00 PM-10:00 PM)	--W----	:30	1	\$1,850.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----		1				\$1,850.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KARE	10/08/12-10/14/12		Wed Prime		Wed Prime	(9:00 PM-10:00 PM) F--W-----	:30		<del>(\$1,850.00)</del>		0.00	NM		
Credited															
27	KARE	10/12/12	10/12/12	Fri Prime DATELINE	CM	Fri Prime (9:00 PM-10:00 PM)	----F--	:30	1	\$2,100.00	P-2	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--		1				\$2,100.00		0.00			
28	KARE	10/13/12	10/13/12	Sat Prime LAW ORD:SVU	CM	Sat Prime (9:00 PM-10:00 PM)	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-		1				\$1,000.00		0.00			
29	KARE	10/08/12	10/12/12	M-F 10-1035p KARE News 10p	CM	10-1035P	11111--	:30	5	\$2,400.00	P-2	0.00	NM	5	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	11111--		5				\$2,400.00		0.00			
30	KARE	10/13/12	10/13/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-		1				\$2,000.00		0.00			
31	KARE	10/08/12	10/12/12	Tonight Show Tonight Show	CM	1035pm-1135pm	1-111--	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	1-111--		4				\$750.00		0.00			
32	KARE	10/09/12	10/09/12	Late Night Late Night NBC	CM	1135pm-1235xm	-T-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----		1				\$300.00		0.00			
N36	KARE	10/19/12	10/19/12	M-F 9-10a M-F 9-10a	CM	9-10a	----F--	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--		1				\$350.00		0.00			
N37	KARE	10/18/12	10/18/12	Thu Prime OFFICE/PARKS	CM	Thu Prime (8:00 PM-9:00 PM)	---T---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---		1				\$3,000.00		0.00			

